

## CUSTOMER LOYALTY THEORETICAL ASPECTS

**Margarita IȘORAITĖ**

Vilniaus kolegija/University Applied Sciences, Lithuania  
misoraite@gmail.com

### Abstract

*Customer loyalty - is a voluntary user solution for a long time to build relationships with the company. Loyalty is the user's desire for a long time to continue their relationship with a particular company, because loyal customers are those who purchase goods/services of the company from time to time. Loyalty can be treated as a customer desire, willingness to be a regular customer for a long time, buying and using the goods of the chosen companies by recommending them to friends and colleagues. Loyalty can be seen as a multi-dimension, covering behavioral and positional components, where positional aspect reflects customers' approach to business, while the behavioral dimension reveals a frequent and regular shopping, purchase quantity, size, range, availability, etc.*

**Key words:** customer, customer loyalty, customer loyalty program

**JEL Classification:** M30, M31

### I. INTRODUCTION

In today's business, the level of competition is quite high, so every company aims to attract loyal customers to ensure business success. Customer loyalty is one of the most significant contemporary strategies, helping to ensure not only the company's business success and its loyal customers benefits, but also long-term customers and company relations, maintaining and enhancing customer loyalty, aimed to benefit both parties. The company loyal customers are cheaper to maintain and service than to attract new; loyal customers are less sensitive to the price of a promotional function to transmit information and positive recommendations "by word of mouth", more and more frequent purchases of goods / services or additional products are more susceptible to new proposals that motivate employees. Meanwhile, loyal customers feel a lower risk, greater confidence in the company and the satisfaction of products purchased sense, it is lighter in their choice, while a long-term relationship with the company gives a feeling of exclusivity (Glinskienė, Kvedaraitė, Kvedaras (2010)). Therefore, loyal customers businesses are the cornerstone, having enough loyal customers means a financially stable company that receives higher profits, growing sales and is superior to the competition. Loyal buyer resistance offered by competitors of various goods proposals, carries out repeated purchases.

### II. CUSTOM LOYALTY CONCEPT

Customer loyalty is already catching in the seventies of the 20th century.. Loyalty has been identified with repeated purchases, later this provision of another and began to look more broadly. Glinskienė, Kvedaraitė and Kvedaras (2010) Gudynaitė argue that marketing theory of loyalty has long been seen as repeating of a certain brand, product or service purchase that was described as a constant repetitive action by the buyer. In recent years, changes in the definition of loyalty, a debate is growing about the attachment to mark the importance of loyalty, so significant is not only the act but also a psychological reason behind this action (Glinskienė, Kvedaraitė, Kvedaras (2010)).

**Table 1. Customer loyalty definition**

Author	Definition
Uncles, Dowling, Hammond (2002)	Customer loyalty is something that consumers may exhibit to brands, services, stores, product categories (e.g., cigarettes), and activities (e.g., swimming). Here we use the term customer loyalty as opposed to brand loyalty; this is to emphasize that loyalty is a feature of people, rather than something inherent in brands.
Bose, Rao (2011)	In the business context, loyalty is the customer's commitment to do business with a particular organization which effects in repeat purchases of goods and services of that organization.
Rizan, Warokka, Listyawati (2014)	The basic philosophies of relationship marketing are based on the assumption that company-customer interactions and strategies can earn and keep the loyalty of customers.
Bobâlcă (2013)	Loyalty can be analyzed both from the perspective of a company and a consumer. Customer relationship management and direct marketing research center on strategies and activities that a company must initiate in order to retain its customer's portfolio.

	There are academic papers that present the loyalty concept as a result of marketing efforts. Our opinion is that the two perspectives must be analyzed as a whole and not as distinct parts of the same process. The strategies developed by both national and international companies must be sustained by depth knowledge of the dimensions and factors affecting loyalty and also of the consequences of loyalty.
Mao (2010)	Customer brand loyalty has many aspects. Rowley (2005, p.574) concludes that there are four types of loyalty: captive, convenience-seekers, contented and committed. Captive customers prefer repeatedly purchasing the same product, service and brand because of lack of opportunities to substitute for alternatives. Convenience-seekers may not respect the brand itself, but look on the convenience that can carry. Contented consumers, however, have a positive attitude to a brand, but they won't attempt to some extra consumption. The perfect one is the committed, who are active both in attitude and behavior.
Ganiyu, Uche, Elizabeth (2012)	Customer loyalty can seem elusive and magical to those trying to obtain it. However, there are a lot of good reasons for businesses to pursue customer loyalty as a strategic objective. Customers are expensive to acquire; keeping them loyal allows you to amortize acquisition costs. Loyal customers are often willing to pay premium prices. For example, some of the important attitudes and behaviors expected of a loyal customer include: Likelihood to recommend company products and services to others. Likelihood to continue purchasing the company products and services, at minimum, at the same level. Likelihood of purchasing other products and services the company offer. Believing company products and services are superior to competitors. Not actively seeking alternative service providers. Providing the company with opportunities to correct problems and not using these as a basis for compromising the relationship.
Rai, Medha (2013)	Customer loyalty has been perceived to be a behavioural concept entailing repeat buying of product or service measured as the series or share of purchases, referrals, magnitude of relationship or all of the above mingled together.
Oliver (1999)	Generally, loyalty has been and continues to be defined in some circles as repeat purchasing frequency or relative volume of same-brand purchasing (e.g., Tellis 1988). Of note is a definition crafted by Newman and Werbel (1973), who defined loyal customers as those who rebought a brand, considered only that brand, and did no brand-related information seeking. All these definitions suffer from the problem that they record what the consumer does. None taps into the psychological meaning of satisfaction or loyalty.
Dehghan, Shahin (2011)	Loyalty is something that consumers may exhibit to brands, services, stores, product categories (e.g. cigarettes), and activities (e.g. swimming). Some people use the term customer loyalty as opposed to brand loyalty; this is to emphasize that loyalty is a feature of people, rather than something inherent in brands.
Srinivasana, Andersona, Ponnayolu (2002)	Early views of brand loyalty focused on repeat purchase behavior. For example, Brown (1952) classified loyalty into four categories, (1) Undivided loyalty, (2) Divided loyalty, (3) Unstable loyalty, and (4) No loyalty, based on the purchase patterns of consumers.
Blut, Evanschitzky, Vogel, Ahlert (2007)	Three popular conceptualizations of loyalty exist: loyalty as an attitude that leads to a relationship with the brand; loyalty expressed mainly in terms of revealed behavior; and buying moderated by the individual's characteristics, circumstances, and/or the purchase situation.
Szczepańska, Gawron (2011)	Without a doubt, the classic approach to customer loyalty ignored factors affecting the attitudes and behaviour and does not include themes of loyalty. Taking into account categories such as income or lack of alternatives to choose from, we can say that the nature of economic factors determine the customer loyalty. If, however, will be included in the analysis of the determinants of market, demographic, or cultural, it reveals a broad context for consideration of the factors influencing and shaping the loyalty of company's customers.
Haghkhah, Bakar, Hamid, Ebrahimpour, Roghanian, Gheysari (2013)	Loyalty in the marketing literature has been referred to essential or indispensable action or element, condition, or ingredient (sine qua non) of an effective business strategy. Loyalty is a strategy that creates mutual rewards to benefit firms and customers (Li, 2012). Loyalty is considered to be a source of competitive advantage and it has proven to have a relevant impact on company performance (Woodruff and Gardial, 1996). In fact, there are several companies that have applied loyalty as a powerful tool to positively affect their performance and it becomes an important source of competitive advantage for them (Zineldin, 2006). Basically, having a high rate of loyal customer gains a competitive advantage for supplier, and loyal clients are willing to pay higher prices and are less price sensitive (Zineldin, 2006).

Loyal customer - a natural or legal person who purchases goods or services and is not inclined to buy from competitors (Dudonis (2012)). Pranulis, Pajuodis and others (2012) state that loyal customers describe as a constant preference for certain goods (brand loyalty) and stores (loyalty to the place of purchase). Loyal customers can call if he or she:

- for a long time remains loyal to the company;
- buys new products offered by the company;
- creates a positive image of the company, attracting your friends to buy the goods;
- is insensitive to the actions of competitors;
- less sensitive to price changes;
- tolerates errors made by the company;
- willingly provides information;
- willing to share his ideas on improving the products and services (Куршакова (2010)).

The buyer does not have to meet all the criteria, it depends on the situation, but it is necessary to fit any number of criteria so that a buyer could be called loyal. Loyalty, a commitment, which can be both emotional and rational. Rational loyalty leads to loyalty programs, the gifts, coupons, prizes, which encourages the customer to buy the company's products. However, such loyalty lasts as much as loyalty program, the end of the program, the buyer may charge for looking into the competition. Emotional loyalty forms the positive experience of the company. Thus, the positive experience of receiving customers remains loyal buyers (Качанова (2010)).

Behaviorist customer loyalty concept, based on behavioral loyalty (repeat purchases), is problematic because of the buyer's emotional incentives for the failure to evaluate purchasing products / services. Neobiheavioristic loyalty concept is based on the principle that customer loyalty is a two-dimensional concept, measured in terms of behavior and best fits the concept of relationship marketing, as reasons for customer loyalty by evaluating the behavior causes (Glinskienė, Kvedaraitė, Kvedaras (2010)). According to neobiheavioristic concept of customer loyalty, customer loyalty is expressed as:

- behavioral loyalty, which reflects the actual brand-specific product / service the number of purchases within a specified period of time;
- approach loyalty, which reflects the preference for certain goods (Zikienė, Brazinskaitė (2012)).

A single defining concept of loyalty does not exist. However, the existing interpretation of this concept can be divided into three main areas: the behavior expressed in customer loyalty; loyalty as buyers provisions expression and loyalty, define provisions affected by the behavior (Bakanauskas, Pilelienė (2009)).

For each company it is important to have regular, loyal customers who buy goods repeatedly, disseminate positive information, and will not buy an alternative goods of competitors, so it is important to know which category includes the classification of one or another buyer. Customers are at different stages of loyalty, and have different needs (Bakanauskas, Pilelienė (2009)). The company-should be able to meet customers' needs, and encourage greater loyalty, respectively, entering into new programs, that are in compliance with loyal customers needs.

An analysis of the scientific literature of different authors admits that loyalty can be divided into two types: the behavior and attitudes loyalty. Behaviour manifested with repeat purchases from the same company, customer perception that the company offers a better price and the quality than competitors. Regulations loyalty gets the buyer's relationship with the company, when the company is aware of the customer's needs and may offer special offers. According to Zikienė, the increased treatment loyalty, behavioral loyalty increases, in other words, a growing interest and a particular brand in favor of a time delay is noticeable and increasing actual purchases (Zikienė (2010)).

Thus, customer loyalty is inseparable from the behavior, the actual brand-specific product / service, the number of purchases within a fixed period of time and approach reflects the preference for certain goods. Bakanauskas and Pilenienė are citing Griffin, customer loyalty differentiates into seven stages Table 2 (Bakanauskas, Pilelienė (2009)).

**Table 2. Customer loyalty stage**

Stage	Description
Suspect	In this phase includes all those who might buy the organization's product or service.
Potential users	Potential buyers are those who need the organization's products or services, and they can buy. While a potential user may not buy but he knows (have heard, read, was recommended by his acquaintances) about the organization.
Suspended potential user	Suspended potential users are potential buyers, the organization does not know a way to understand that they do not or they will not buy the product or service.
Customers	These buyers who buy everything the organization sells, if only it can be utilized.
A customer buys a first-time	Buyer once purchased a product or service of organizations.
A customer buys again	The buyer who purchased a product or service of organizations two or more times.
Advocat	Clients regularly buy everything. Organization sells, if only it can use.

Bakanauskas and Pilelienė (2009) identified four stages: neutral, potentially loyal, unconsciously loyal and sincere loyal. In this case, Zikienė exception of three categories:

- Fans. These buyers are willing to buy commodities, disseminate positive information and recommend to others.
- detractors. These customers are not satisfied, however, forced to maintain their disappointing relationships with the organization.
- Passive. Customers are satisfied, but half-hearted, so they can easily affect competitors.

Mao identified four types of loyalty: Prisoner benefit seeker, satisfied and committed (Mao (2010)). Bakanauskas examining loyalty with four stages: cognitive loyalty (Eng. Cognitive), emotional loyalty (Eng. Affective), simple (Eng. Conative) loyalty and action loyalty (Eng. Action):

- Cognitive loyalty. The first buyers of the stage, which determines the proposal provided information - price, quality and so on. This is the weakest type of loyalty.
- Emotional loyalty. A positive attitude brand or product in question.
- at loyalty. Regulations loyalty accompanied by a desire to take action, to buy again. However, the buyer has some experience service or similar deficiencies may be looking for alternative proposals.
- Action loyalty. At this stage, buyers are looking for your favorite proposal, regardless of the efforts that may be required.

It can be seen that each author divides loyal customers in different ways, there is no single method of classification under which the buyer could be classified.

Customer classification allows:

1. Identify the customers that are the most valuable part of the company;
2. Develop measures to reduce the number of buyers who are not loyal;
3. Assess customer loyalty in more detail;
4. Simplify the goals and objectives of understanding of the management and employees who work with customers;
5. Adjust the corporate culture to customer loyalty, goods and services need to become a major goal of the company (Кириллова (2013)).

Thus, the analysis of customer loyalty and loyalty to specific features, found out that currently existing loyalty defines the terms that accurately describe a loyal buyer, but the summary of opinions of the authors on loyalty, one can define that customer loyalty is affection, giving preference to the company in its goods or services, long term ongoing repeat purchases, less sensitivity to price changes.

For every company that is trying to retain and attract new customers, it is useful to know the customer classification, as each buyer can be assigned to a certain stage. At different stages and different customer needs, they know the company is able to meet the customer's needs and encourage their loyalty.

### III. LOYALTY PROGRAM

Zikienė (2010) is citing Sharp and Sharp who claims that customer loyalty program - is defined in efforts aimed at rewarding customers for their loyalty and encourage their further behavior. Also, customer loyalty program - the most popular and commonly used tool to create, promote and maintain customer loyalty to an organization or brand. Loyalty programs is trying to retain the existing customers and attract new ones ~~loyal~~. Therefore, every network marketing offers its loyalty programs to customers to provide more value than competitors. There are various definitions of loyalty programs:

**Table 3. Scientific approach to customer loyalty programs (Glinskienė, Kvedaraitė, Kvedaras (2010))**

Authors	Definition
R. Tījūnaitienė, R. Petukienė, E	Loyalty program - is one of the customer-oriented development strategies that guarantees customer loyalty, which - goal is additional value creation.
Rosenbaum, P. et al.	Customer loyalty program - is a loyalty program, carried out by the company, hoping to give the buyer the financial and non-financial support, to strengthen his loyalty.
De Leenheer, P, et al.	Loyalty program - is an integrated marketing action system, which aims to increase the loyalty of its participants.
Bagdonienė, N., Jakštaitė, R.	Loyalty program - is a marketing integrated action to strengthen the loyalty program participant, as a whole.
Matevičiūtė, A.	Loyalty program - is a company's actions and means aimed at customer retention and enhancement, covering both material and intangible components.
Botten, H.	Customer loyalty programming is the buyer's patronage, his fidelity and loyalty promotion, contributing to the buyer's perception of value creation and the supplier's ability to collect information about the loyal customers.
Vilkaitė, N.	Loyalty programming is relevant and important customer marketing actions a whole, providing additional value for the customer and helps to keep him.

In summary, the scientific opinion of the loyalty programs is similar. Loyalty program aims to educate buyers loyalty to the company, its products or services, giving the customer added value, whether financial or non-financial support.

Loyalty programs aim to retain the existing customers and encourage their loyalty, but loyalty to each company's objectives vary according to the company. Loyalty programs are: 1) to reward loyal customers, 2) to collect information in order to know what are the best customers, 3) to manipulate the behavior of buyers, the promotion applies to an individual in order to encourage customers to try new products, 4) to respond to competitors' actions. Loyalty program objectives fall into two groups:

1. The main objectives (to develop consumer loyalty, build communication capabilities, provide support to other company departments, etc.).

2. Secondary objectives (to solve problems of the company, keeping in touch with the public, create additional opportunities to retain customers, improve brand (company) to the image and so on.) Summarizing the loyalty program objectives, it is added to the value creation of the purchaser, to encourage the purchase of certain goods, to maintain and attract new buyers.

Literature also mentions the main tasks of loyalty programs:

- Develop and strengthen the existing customer loyalty. First of all, to customer loyalty, organizations must thus meet customers' needs and provide the following benefits to its customers, which they will not get in the competition.

- To attract new buyers. This can be done in the following ways: a) by offering attractive benefits; b) to attract those customers who have heard good feedback from the other participants of the loyalty program.

- Create a customer database. To collect not only demographic data about the customers, but also about the behavior of buyers.

- Provide information and support other departments of the organization. The customer loyalty program is directed towards the communication between the organization departments or sections of the people.

- Loyalty programs provide participants with the opportunity to communicate. The program can serve as a means of creating a direct and regular communication between the organization and its customers the opportunity.

Loyalty program targets for the collection of information about the customers, by creating a database, collecting data about the customers; the company can offer many customers needs related recommendations, as well as program objectives used to attract new customers and strengthen the existing customer loyalty, provide the buyer with the added value, as well as to increase trade or the sale of services, to improve the brand's image. In addition to the goals and objectives, each loyalty program still provides the benefits and advantages both for the company as the buyer. According to Glinskienės, Kvedaraitė and Kvedaras, secreted by such loyalty programs benefit both the company as the buyer:

Loyalty programs can be divided into:

- Discount Program. The program is one of the most common types. Discount program are fixed, variable and stored.

- Accumulation Program. It depends on how often and for how much a buyer purchases the products. In other words, the accumulated discount program is designed for customers who seek rational motivations.

- Bonus program. This program promotes brand loyalty. The basic concept, the customer buys the goods and accumulates certain points scores. Accumulating a certain number of points the buyer acquires the right to replace the product at its own discretion. The more points he collects, the more valuable gift he can get. In this way, the buyer gets not only financial benefits, but also emotional, participating in the game and the desire to get the prize.

A loyalty program can be as follows:

1) Awards program - the buyer gets a gift of goods which are not related to his purchases, and this program's development objective is twofold: buyers are emotionally involved in this program, and are changing their buying habits;

2) Discount program - this is the simplest form of exchange value;

3) The evaluation program is defined similarly to the awards program, whereas awards are directly related to the brand, providing program participants more goods / services;

4) Partnership program, which aims to find new customers and reward them with additional purchases;

5) The generality program aims to increase the customer value of longevity, making friends with them and without the awards, and the value from the customer relationship through direct communication and recognition.

In summary, it can be said that there are many types of loyalty programs, benefits, tasks, but perhaps the main objectives of loyalty are profitability and increasing sales, as well as retaining the existing and attracting new customers. Each company is developing a loyalty program should take into account the needs of customers and, together with a loyalty program to offer a greater value and benefits than the competitor.

#### IV. CUSTOMER LOYALTY FORMATION AND DETERMINATION

Customer loyalty formation consists of important puzzle traders, the exchange of shoppers' behavior, needs, lifestyles, also it has to look for the most effective ways to attract and keep the buyer. Trading companies often set the wrong customer loyalty formation method of simply reducing the price, this is not entirely correct method because when a competitor is offering a lower price the buyer can choose another store. Marketing specialists indicate loyalty formation occurring between the contacts, providing customer benefits, value, satisfaction, trust company. Home marketing orientation guided by purpose of the organization - to stimulate and increase customer satisfaction. Buyer satisfaction depends on how the product or service meets the expectations of the buyer. Therefore, companies should give high priority to customer satisfaction, because a satisfied buyer will buy more, will be positive about the company, and will buy less another competitors' products. Bakanauskienė and Kyguolienė (2013) admitted that customer satisfaction is a choice of the alternative that meets or slightly exceeded certain criteria or expectations. According to Pajuodis, their perceived experience (actual score), for example, purchases of goods, services received, compares with the expectations and wishes that he had prior to the purchase.

So it can be said that for businesses it is important to have satisfied customers, because satisfaction is the prerequisite for customer loyalty. If the buyer is satisfied with the strong possibility that he will repeat purchase, the buyer will be less sensitive to its competitors goods, will disseminate positive information "word of mouth" about the company, as well as the buyer will be less sensitive to price changes, and if the customer is not satisfied the company will lose a buyer, will switch to a competitor, to disseminate negative information to other buyers. It is known that negative information spreads faster than positive; unhappy buyers can express their dissatisfaction crafted an appeal, and even worse if the complaint is published through the media, so the company's image may be seriously undermined.

New buyer conversion and loyal customers takes place in several stages. The main buyer of education are the following:

**The first purchase.** From the very first time buyers form an opinion regarding the purchase and supplier. The probability that a new buyer will buy again is more dependent on the amount of the first purchase that meets their expectations. The buyer, who first purchased or caused dissatisfaction in general did not have any emotions, - is "lost" by the buyer. If the buyer was satisfied, it is likely that he will buy again.

**Repeated purchase.** It is noted, the longer the buyer uses the services, the more profit it brings. Since long-term buyers of the company are achieving higher returns, they often take with them otherwise.

**Customer.** Companies that have a multitude of buyers can evaluate them and treat them as customers.

**Promoter.** The more the buyer likes the company, the more likely it is that he is positive about it. Such buyers can attract other potential buyers to buy from this company.

**Member.** A very loyal buyer company can offer a privileged membership. The point is that if membership provides significant benefits, members will not want to leave the company and lose privileges.

**Partner.** Some of the company's own customers as a partners. Customer requests for assistance in developing new products, they sought to improve the service, or they are deployed on topical issues. Usually, partnership is "business-to-business dealings than the mass consumer market.

**Venturer.** The biggest buyer is the rating it is as a shareholder, the owner of a virtual company, recognition (Kotler (2008)). So the company does not have to try to make the owners of the buyers or partners. However, it should be taken into account that customer satisfaction after the first purchase, like shopping is in line with customer expectations.

Thus, a wide range of marketing tools attempt to shape customer loyalty. One way is promotion. Sales promotion considered all the marketing support measures. Pajuodis states that promotion is defined as the totality of the customers targeted short-term actions which will create more favorable conditions for the acquisition of goods, in order increase sales of goods. Uznieienė states that sales promotion presents as short-term products or services or sales promotion. The sales promotion objectives are:

- attract new customers;
- reward loyal customers;
- accelerate repeat random buyers purchase;
- attract buyers who choose a brand by a low price, good value or benefits.

Sales promotion can achieve two objectives: short-term buyers of the reaction, or long-term loyalty. Pranulis, Pajuodis and others. It emphasizes that long-term sales promotion action is different from the short-term, since that rarely seeks results immediately. Bakanauskas and Pilelienė (2009) provide sales promotion classification objectives: to promote the product to testing, hoping to repeat purchases; enhance the existing brand consumption; protect existing customers; affected by specific market segment; strengthen advertising and marketing efforts.

In the early promotional impact customer behavior studies, more attention has been paid to saving money, which was seen as a primary benefit. However, there is enough evidence that consumers may be motivated by other benefits: quality, comfort, perceived value, research / knowledge and entertainment. These benefits can be divided into practical and hedonistic. The practical benefit is primarily functional and relatively substantial. They enable customers to maximize procurement efficiency, effectiveness and economy. Practical benefits are

classified as "White", "Quality" and "convenience" benefits. Hedonistic benefits, by contrast, is based on more experience, which is intangible. They can provide the buyer with an internal stimulus, pleasure, satisfaction. So hedonistic benefits are classified as "value of the expression." They are characterized by both practical and hedonistic components. These include "Exploration / knowledge" and "entertainment" value. It is necessary to mention that various sales incentives (monetary and non-monetary) provide different benefits, so the individual product types should be used differently.

The essence of the model, the shops, with a view to one or other objectives, forms customer loyalty through a range of sales incentives, which, as mentioned, price and non-price sales. The analysis of the sales promotion cost, found out that the benefits of customers is more practical than hedonistic. The main practical promotional benefits to customers are saving money. However, sales promotion can give customers the opportunity to buy higher quality products, lower prices of those products, which normally would be too expensive for buyers ( "Quality" benefits). Since sales promotions are constantly emphasized, brands reach the point of sale and promotional price for the fact, as reduced by experienced buyers search and cooling costs and improved shopping convenience (Convenience "benefits). In addition, price sales promotion enables customers to confirm their personal values to improve their image or to achieve social status ( "value of the expression" benefits). After analyzing the opinions expressed by the authors it was discovered that the single objective of promotion is not available, the objectives are numerous and diverse. Goals can be short-term in order to increase sales and long-term in order to build long-term relationships with customers. Also, sales promotion provides customer with benefits such as cash savings, quality benefits, convenience benefits and values of the benefits, which are classified in two groups of practical benefits and hedonistic benefits. As seen sales promotion not only shopping is useful, to the buyer as well. The store stimulates buyers by the following measures:

- discounts and rebates;
- visuals (advertising stands);
- delivery and demonstration;
- store coupons distributed;
- games, lottery (Išoraitė (2014)).

According to Abromaitytė-Sereikienė (2013), buyers incentives may include price discounts, coupons, accessories, and other competitions, which helps to achieve the goals. It appears that incentives are essentially the same.

Also, factors influencing customer loyalty can be divided in three aspects:

1. loyalty affecting factors in relation to the company, its products or services;
  - quality, the maximum value of the customer giving the product or service can provide a desire to re-purchase;
  - product / service price, as well as customer loyalty influencing factor, because the price is directly involved in the formation process of the value of the purchaser;
  - customer loyalty programs.
2. Loyalty influencing factors in conjunction with the development of relations. The establishment of close relations;
  - Relationship quality of previous experience, confidence.
3. Loyalty influencing factors in conjunction with buyers characteristics.

Personal characteristics influence customer loyalty formation yet little research - although it is recognized that some individuals because of their individual characteristics are more likely to become loyal, while others - less, such as: gender, age, income, involvement, perceived risk, attitudes, expectations, psychological characteristics. There are also seven factors in the formation of loyalty to shop: 1) stores comfort, 2) store assortment, 3) the quality of goods, 4) staff service, 5) supporting services, 6) the value of perception, 7), the overall impression of the store. One of the factors forming the customer loyalty has not been found; this is a set number of actions directed to the buyer. Companies should develop and build long-term relationships with customers, as not only attracting new buyers, which will not guarantee profits. Customer loyalty makes use of marketing tools, so any measures should meet the needs of customers, the formation of the trust, commitment and satisfaction with the company. In order to establish customer loyalty there should be taken into account behavioral loyalty and attitudinal loyalty.

There is a prevailing variety of ways and methods to identify customer loyalty. Bakanauskas and Pilelienė basis of Mr Mellin et al. It indicates that all customer loyalty research can be divided into behavior (consumer loyalty is based on the user's buying behavior, which is observed in a certain period of time) and regulations (consumer loyalty is determined on the basis made preference for or purchase intent) studies. Scientific literature indicates that customer loyalty can be measured by customer satisfaction. Customer satisfaction with retail trade investigation, includes the following criteria:

- Satisfaction range (width, depth, composition, presentation);
- satisfaction with the sales staff (politeness, sincerity);
- satisfaction with store location (accessibility, parking);
- \* test new products, attract new potential buyers.

## V. CONCLUSIONS

Customer loyalty as a central communications marketing concept has been explained by a number of Lithuanian and foreign scientists.. According to Pilelienė (2010), building customer loyalty is the main goal of marketing communications, based on numerous endorsements how companies can benefit from a loyal customer. Identically the same views on the matter have previously been stated by Sheth (2010). At the same time expressing doubts about the often Putting an equation mark between customer loyalty and marketing communications objectives should be considered as partial and as such in the perfectly appropriate. Examples include: customer relationship development and maintenance; the key factors influencing the performance of the relevant organizations, as well as the identification of causal relationships between these factors and the results of the examination); not only the formation of customer loyalty, but also attracting new users.

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